Inside Seequa

Vol. I No. 1 | Seequa Computer Corporation | Jan./Feb. 1984

A Commitment to Excellence

David Egli, Chairman of the Board

David Gardner, President

As the new year begins, this is an excellent time to reflect upon the outstanding success the Seequa Computer Corporation had last year and to discuss the goals we have set for 1984.

During 1983, Seequa compiled an impressive list of achievements. Among those important accomplishments, the Seequa Computer Corporation:

- Delivered on its promise to manufacture our first personal computer, the Chameleon. With unique dual processors and outstanding price performance, the Chameleon quickly became one of the fastest-selling IBM compatibles on the market.
- Introduced the Chameleon Plus, a more powerful version of the Chameleon that offers expanded memory and capability with outstanding value.
- Unveiled the Seequa X/T, our new desktop computer. The Seequa X/T is the most powerful, versatile and yet least expensive IBM-XT compatible computer on the market. It will retail at $3,995, thousands less than a comparable IBM-XT.
- Moved into a 175,000 square-foot manufacturing and administrative headquarters in Odenton, Maryland, eight miles south of the Baltimore-Washington International Airport. Our new facility is more than four times larger than our previous one in Annapolis, and is ideally suited for microcomputer manufacturing.

While impressive, this checklist does not fully cover our major accomplishments for 1983. We also launched a nationwide advertising campaign, expanded our nationwide network of dealers, increased our workforce nearly one thousand percent and secured a substantial institutional investment. All of these items, we believe, are part of a superb track record.

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Seequa unveils Exciting new XT

Seequa Computer Corporation, makers of the fast-selling Chameleon series of IBM and CP/M-80 compatible computers, unveiled in November its new desk top computer designed for business and professional users: the Seequa/XT.

The Seequa/XT is the most powerful, versatile and yet least expensive IBM-XT compatible computer with hard disk on the market. It will retail at $3,995, thousands less than a comparable IBM-XT. First shipments of the Seequa/XT are scheduled for February 1, 1984.

In addition, its dual processor design (8088 and Z80) allows it to run the popular 16-bit software written for the IBM-PC, as well as the thousands of 8-bit CP/M-80 programs.

Seequa/XT

"The new Seequa/XT offers state-of-the-art engineering and powerful performance at a price no one in the industry can match. It is truly an exceptional value," said Seequa's president David M. Gardner. "We believe the Seequa/XT builds on our tradition of offering high quality professional and personal computers at a most reasonable price," he added.

Seequa currently has two highly successful IBM and CP/M-80 compatible computers on the market: the Chameleon, priced at $1,995.00, and the Chameleon Plus, priced at $2,895.00.

The Seequa/XT complements the company's product line by addressing the needs of medium to large businesses that require large storage-type applications, such as inventory control, accounting or data-base management. Its features in-

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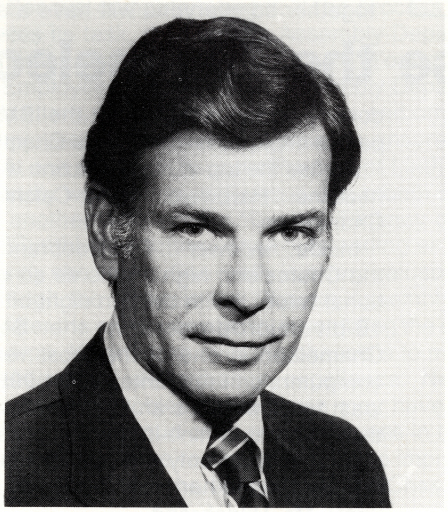

Gov. Harry Hughes

Message From Governor Harry Hughes

Maryland Gov. Harry Hughes has sent official greetings to the Seequa Computer Corporation, praising the company for making "invaluable contributions to the (state's) economy." The Governor will present the official greetings in a formal State House ceremony in January to Seequa Chairman of the Board David Egli and Seequa President David Gardner.

The official greetings, which will be on display at Seequa, reads as follows:

"On behalf of our fellow Marylanders, I am pleased to extend greetings to the of-

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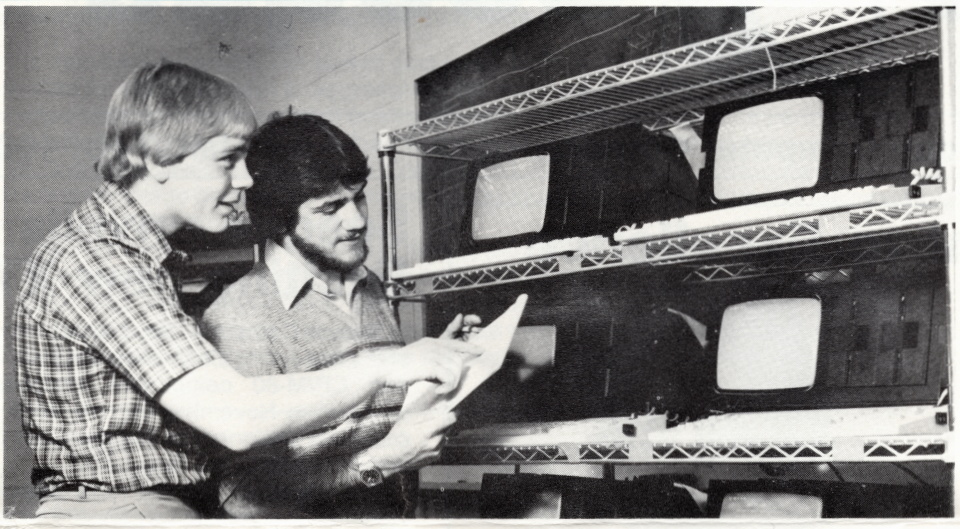


Bill Mullauer with Kip Einbrod, his supervisor.

Seequa Spotlight

Mullauer Excels in Tech Support

Bill Mullauer decided to become a Seequa employee in April 1983 because he believed the company offered excellent opportunities for advancement. "It seemed like, if you worked at it, you would get an opportunity to advance and do some really interesting things," he recalls.

Bill's initial impression of Seequa has proven correct.

Through his dedication and diligence, Bill has risen quickly to become a valued member of the Seequa Technical Support Department.

"Bill's quality and quantity of work is excellent. He started as an incoming inspector for disk drives and then moved to the tech room, where he perfected trouble shooting. He has gone on from there and handled each new assignment superbly," says Kip Einbrod, who, as Seequa Manager of Technical Services, is Bill's supervisor.

Bill's outstanding work has not gone unnoticed by dealers. Fred Balkanloo, Vice-President of Kitec Computer in Cuyahoga Falls, Ohio, commended Bill's work in a recent letter to Seequa. "Bill is knowledgeable, friendly and responsive. We have really enjoyed working with him," comments Mr. Balkanloo, in a telephone interview.

A 1982 graduate of Brooklyn Park Senior High School, Bill's hobbies include ham radio, astronomy and photography. He has written several articles in an amateur radio operators' magazine, and helped form an astronomy club at the Brooklyn Park branch library. He also has a photography lab in his basement.

As for his future at Seequa, Bill says he's looking forward to more challenges. "I really like the environment here. If you work hard and show you can handle responsibility, you'll get a chance to do even more," he observes. Knowing Bill Mullauer, it seems certain he'll be taking on more challenges.

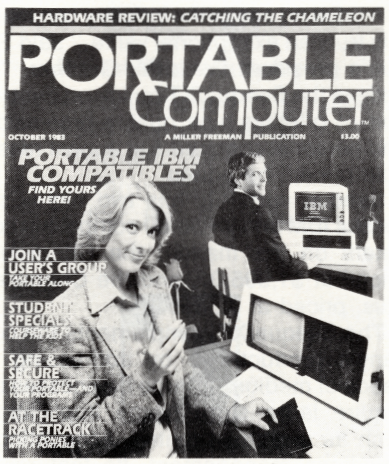
Employee Interface

Q. How did the Seequa Computer Corporation get its name?
A. According to Jim Hoffman, Seequa Vice-President of Marketing, our company is named in honor of a small band of Maryland Indians. *Inside Seequa*, however, got the scoop. The name Seequa was devised by a 14-year-old boy who often visited the Computers, Etc. store (owned by Seequa) in Annapolis. The youth wrote a computer program to generate random names, one of which was Seequa. The name was well-received and the rest was history.

Q. When do employee medical benefits begin?
A. An employee who participates in the medical plan is eligible for medical benefits 30 calendar days after he or she is hired.

Q. I'd like to make some suggestions regarding our vending machines in the lunch room. Who should I talk to?
A. Any questions, comments or complaints regarding the vending machines should be directed to Ann Cooper. If you have suggestions, Ann will be happy to hear them and help you.

Q. Where are employees allowed to park?
A. Employees who work in the Administrative Offices are allowed to park inside the fenced-in area along Telegraph Rd. (Rte. 170). Additional spaces are allocated to administrative employees along the side of the building. Employees in the Production Offices are allocated parking spaces in the rear of the building, closest to their entrance. Seequa is allocated only the parking space between the yellow lines directly behind our building. Employees are reminded to avoid area outside this space. Please park close together so everyone will have a space.



Portable Computer *November 1983 issue*

Magazines Praise the Chameleon

The Seequa Chameleon and Chameleon Plus have been drawing rave reviews from the news media. Reviewers and reporters alike, almost without exception, have praised the products' performance, reliability and price.

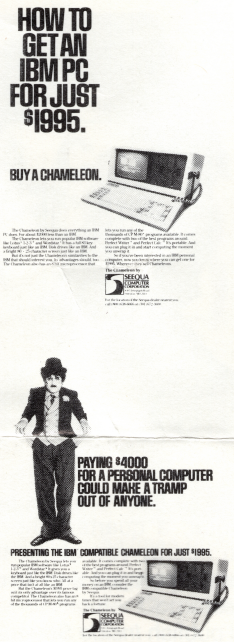
Portable Computer, one of the most respected publications covering the burgeoning portable computer industry, featured the Chameleon on the front cover of its October 1983 issue.

The cover depicted a man sitting at an IBM personal computer looking over his shoulder at a woman ready to operate an IBM compatible. If you look closely at the cover photo, you'll find that the IBM compatible depicted is the Seequa Chameleon.

Across the top of the magazine was the headline: "Hardware Review: Catching the Chameleon."

Inside, reviewer J. D. Hildebrand gave the Chameleon high marks as an exceptional value. "With both an eight-bit and a 16-bit microprocessor, the Seequa Chameleon is one of the most versatile computers on the market. At $1,995 — at least for now — it's an affordable system that includes a nine-inch screen and two disk drives. Its only serious flaw may be that it's just too hard to find and buy one," wrote Mr. Hildebrand.

Seequa Launches Major Advertising Campaign


HOW TO GET AN IBM PC FOR JUST $1995.
BUY A CHAMELEON.
PAYING $4000 FOR A PERSONAL COMPUTER COULD MAKE A TRAMP OUT OF ANYONE.
PRESENTING THE IBM COMPATIBLE CHAMELEON FOR JUST $1995.

Two new Seequa ads

Seequa's national advertising campaign is moving into high gear with ads appearing in major newspapers and magazines.

During the final two months of 1983, the company launched a series of advertisements in major metro newspapers including *The Washington Post, The New York Times, The Los Angeles Times, The Atlanta Constitution Journal, The Houston Chronicle* and *The San Jose Mercury News*. The ads included names and phone numbers of Seequa dealers within the papers' circulation.

Seequa also bought advertising space in *USA Today*, the national daily newspaper.

Plans call for Seequa to advertise in *The Wall Street Journal, Business Week, Inc. Magazine* and *Fortune*.

Seequa has in recent months had a regular program of advertising in major trade journals such as *BYTE, PC Magazine, List* and *Portable Computer*. Readers of those publications can expect to see more advertising from Seequa in 1984.

"Our advertising in business and general circulation publications will help perpetuate the demand for the Chameleon, Chameleon Plus and the new Seequa X/T," says Rob Fuggetta, Seequa Director of Advertising and Public Relations. "We plan to be very aggressive in our advertising," he adds.

Two new advertisments for the Chameleon have been prepared by W. B. Doner and Company, a Baltimore advertising agency. The ads stress the price performance and quality of the Chameleon series of computers. Both ads have been reproduced as full-size posters and are being distributed to Seequa's nationwide network of dealers.

Seequa's national print advertising is being complemented by the company's dealer co-op ad program. Under the program, Seequa works with dealers in purchasing print, radio and television advertising. The program has been successful in promoting and advertising Seequa products, according to Jim Hoffman, Seequa Vice-President of Marketing.

An Inside Look At . . .
Chassis Assembly

Inside Seequa *will feature in each issue a different department. This edition highlights Chassis Assembly.*

Laura Chandler stood at her work station, quickly and deftly installing brackets to the computer chassis. Her hands move efficiently and her eyes remained focused on her work.

"Laura is just super," said Ella Young, Supervisor of Chassis Assembly, as she watched the blond-haired Laura assemble the chassis. "She works very quickly and the quality of her work is always excellent. I'm really proud of her," added Mrs. Young, smiling warmly.

Laura Chandler is one of Seequa's outstanding employees in the Chassis Assembly Department. The Chassis Assembly Department aligns and assembles the components in the computer chassis. The department also inspects the chassis's before they are passed to the Pre-Burn Assembly Department.

Along with Sub-Assembly, the Chassis Assembly Department is where the production of Seequa computers begin. "The process really starts here. Once Sub-Assembly completes its task, the Chassis Assembly Department really begins putting the components together in the chassis," said Mrs. Young, a Chesapeake Beach resident.

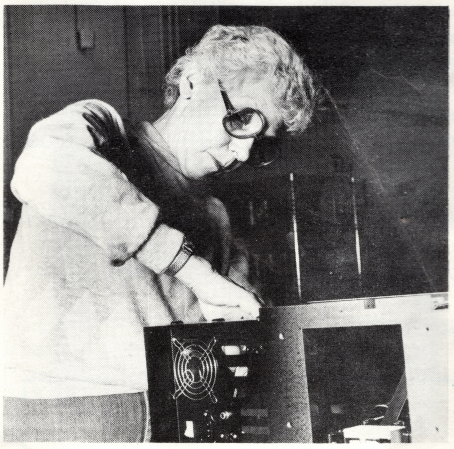
Employees in the Chassis Assembly Department install monitors, power suppliers, fans, line filters, fuse holders, disk drives and other important components to the chassis. The employees work closely together to ensure outstanding quality and performance.

At one work station, Lois Purdum of Linthicum Heights was installing fuse holders. The friendly woman joined Seequa one month ago and seems to enjoy her work very much. At another work station, Cynthia Pinkney of Annapolis was busy installing disk drives.

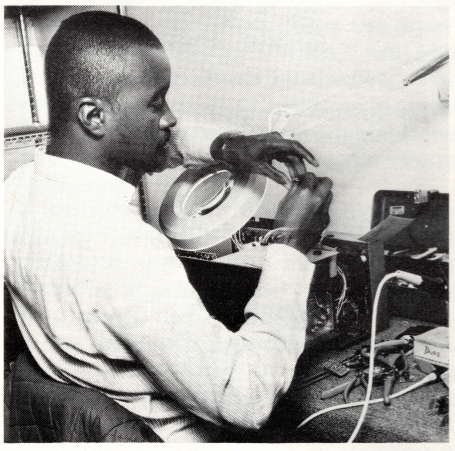
"Cynthia is another of our outstanding employees. I'm amazed at how quickly and efficiently she works. She really is a very valuable employee," said Mrs. Young, as she walked through the aisles in the Chassis Assembly Department.

After the employees finish assembling the chassis's, they are carefully inspected by Kevin Sharpe. Kevin looks over the chassis's to make sure that each one meets Seequa's high standards of performance excellence. Nearby, Troy Lowe repairs any electrical or mechanical problems that Kevin may have found. Together, they form a strong team.

"I'm really proud of all our employees in this department. They really do excellent work and, of course, we're always striving to improve," concluded Mrs. Young, as she returned to her desk near the entrance of the Chassis Assembly Department.



Lois Purdum looks over product in Chassis Assembly Department.



Troy Lowe checks chassis.

A Commitment to Excellence continued from page 1

In the next twelve months, our overall goal is to continue the tradition of excellence we established in 1983. We plan to aggressively increase our marketing and promotion efforts, while building on our record of quality products and outstanding price performance.

Our outlook for 1984 can be described in one word: optimism. The recently-concluded Fall '83 Computer Dealers Exposition (COMDEX) in Las Vegas gave us strong indications that there continues to be growing excitement and enthusiasm about Seequa. We are proud of our past, confident of our future.

We sincerely believe that our success is directly attributable to our dedicated employees. As such, we would like to take this opportunity to thank each of you for your diligent efforts throughout 1983. Many of you have "gone the extra mile" to ensure a complete, thorough and professional performance. We truly appreciate your efforts. Together, we believe we are making Seequa Computer Corporation the best manufacturer of personal computers in the world.

Governor Hughes
continued from page 1

ficers and employees of the Seequa Computer Corporation of Odenton.

As one of our State's leading high-technology firms, you have made invaluable contributions to the economy and general well-being of Anne Arundel County.

I applaud your decision to locate your new headquarters in Odenton and trust that you will continue to find Maryland a pleasant and prosperous place to do business, while taking part in the many activities that have earned us the reputation as "The Land of Pleasant Living."

I send each of you my very best wishes for continued success in your future endeavors, and hope 1984 turns out to be a banner year for your corporation.

Sincerely,

Harry Hughes

Governor

Inside Seequa

Vol. 1, No. 1
Jan./Feb. 1984

Published quarterly by

The Seequa Computer Corporation
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Odenton, Md. 21113

(301) 672-3600
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Seequa X/T
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clude dual processors (8088 and Z80), 256K of RAM expandable 640K, 8K bytes of ROM expandable to 48K, one 10-megabyte hard disk along with a 320K 5¼ inch disk drive and a 83-key keyboard. Color graphics are also included with a color graphiccs resolution of 320x200 and a black and white graphics resolution of 640x200.

Other features include 5 expansion slots with four available, a parallel printer port and a serial communications port. Free software includes Perfect Writer, Perfect Speller, Perfect Calc, MS-DOS, GW BASIC and the Condor I Data Base Management System.

David Egli, Seequa Board Chairman, noted that with the unveiling of the Seequa/XT, the company has now introduced three top quality products within one year. "We believe we have established for ourselves an extremely impressive track record of quality, performance and value," he said.

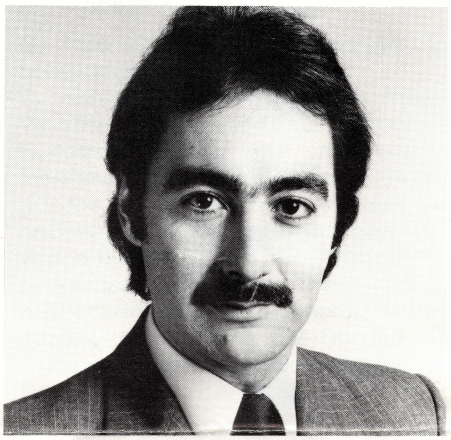
The Chameleon was unveiled at the COMDEX/Fall '82, while the Chameleon Plus made its debut at the COMDEX/Spring '83. Both products and the new Seequa/XT are distributed through Seequa's nationwide network of more than 400 authorized dealers.

Seequa to sponsor Blood Drive Jan. 13

Seequa will hold a blood drive at its headquarters on Friday, Jan. 13. Employees who donate blood will be eligible to receive blood for themselves and their families.

The American Red Cross is helping organize the blood drive. Be watching for further updates on the blood drive from the Seequa Personnel Department. Please plan to give blood on Jan. 13. Give, so others may live!

Bits 'n' Bytes



Rob Fuggetta

Welcome to the inaugural edition of *Inside Seequa,* a quarterly newsletter designed to inform you about the Seequa Computer Corporation and its outstanding employees.

We will publish *Inside Seequa* four times a year: January, April, July and October. Each edition of *Inside Seequa* will contain articles and photographs highlighting company news and events.

Inside Seequa also will include in each issue regular columns. These columns include *Employee Interface*, an informative question-and-answer format; *Seequa Spotlight,* designed to honor a superb employee; and *An Inside Look At . . .*, which will feature a different department each edition.

This newsletter is part of a commitment by Seequa Chairman of the Board David Egli and President David Gardner to communicate openly and frequently with employees. Both Mr. Egli and Mr. Gardner believe it is important to keep employees informed on a continuing basis about company news and events.

During the next few issues, we will be adding new features and columns to *Inside Seequa.* If you have a suggestion for our newsletter or if you have a question for the *Employee Interface,* please feel free to call me at ext. 213. I am sincerely interested in getting your thoughts, opinions and ideas. By the way, the deadline for submitting items for the April issue of *Inside Seequa* is Friday, Feb. 24.

Before closing, I would like to thank all those who helped launch this inaugural edition of *Inside Seequa.* Their kind assistance is greatly appreciated.

Hope you enjoy *Inside Seequa!*

Sincerely,

Robert Fuggetta

Rob Fuggetta
Director of Advertising
and Public Relations